

POSITION DESCRIPTION FOR DEVELOPMENT OUTREACH AND COMMUNICATION (DOC) SPECIALIST

BASIC FUNCTION OF POSITION

The Development Outreach and Communication (DOC) Officer reports directly to the Senior Development Outreach and Communications Officer, and collaborates closely with the Supervisory Program Officer, Mission Director, Deputy Mission Director, Office Chiefs and implementing partners to develop and implement USAID/Ghana's communication strategy. In addition, s/he works closely with the U.S. Embassy Public Affairs Section (PAS) to ensure that Embassy personnel are properly apprised of USAID activities and projects, and U.S. outreach and communication efforts are coordinated effectively and efficiently. The DOC serves as the principal liaison with USAID's Bureau for Legislative and Public Affairs in Washington D.C. USAID/Ghana manages the U.S. government development program in Ghana with an annual budget of approximately \$150 million, including very high profile Presidential Initiatives such as Feed the Future, Partnership for Growth, Power Africa, and the Global Health Initiative (which includes the President's Malaria Initiative and the President's Emergency Plan for AIDS Relief). The Mission portfolio includes a broad range of democracy and governance, economic growth, basic education, and health activities.

MAJOR DUTIES AND RESPONSIBILITIES

% OF TIME

1. Research, Reference, Network & Collection

(35%)

- Lead Mission communication efforts including Development Objective (DO) team members and Information Technology staff, ensuring that the USAID program in Ghana is effectively described to target audiences and to the general public in the U.S. and Ghana.
- Independently plan, develop and manage the Mission public information program, providing vision and guidance to DO teams on preparation of information products.
- In conjunction with Mission Management and DO teams, identify target audience (e.g. U.S. Congressional staff, USAID staff, other US Government Agencies, Ghanaian parliamentarians, Ghanaian government officials, academics, metropolitan/municipal/district assemblies, and the media). Develop and maintain continuing personal contact with target audience members in order to tailor an appropriate strategy to meet their needs.
- Create and help maintain content of USAID/Ghana website, ensuring accuracy and relevance. Promote and market the website to target audiences.
- Monitor local and donor opinion concerning USAID programs for the purpose of gauging the effect of the information dissemination strategy.
- Design and maintain database of Mission contacts and correspondents.

2. Information

(35%)

- Serve as a USAID liaison with the Embassy information officer. Draft/create new public information materials for placement in Ghanaian and US publications.
- Present oral briefings for visiting officials on overall USAID/Ghana programs, specific strategic objectives, intermediate results packages, or individual activities. Identify local contacts in public and private sectors on the basis of visitors' interests and arranges appointments and tours of relevant activities.
- Respond to inquiries from the public and target audiences for in-depth information.
- Establish and maintain a database of relevant development data, policies, press clips, and success stories suitable for the website. Manage and update programmatic databases (e.g. Mission performance data, geographic locations of USAID activities in Ghana).
- Draft speeches for Director, Deputy Director, and others.

3. Program Management (25%)

- Collect and synthesize up to date information on the full range of USAID Mission activities, including economic growth, energy, education, democracy/governance, and health through regular consultations with Mission staff and partners, review performance reports, and arrange periodic site visits.
- Prepare and regularly update written briefing materials on the Mission's programs covering all development objectives.
- Prepare reports for USAID/Washington, describing major programmatic issues, events and accomplishments.

4. Other Duties as Required (5%)

- Perform any other duties that may be assigned from time to time.

QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE/SELECTION CRITERIA

1. **Education:** A Bachelor's degree in information management, journalism or related fields is required.
2. **Prior Work Experience:** Six to eight years of progressively responsible experience in research, documentation or outreach work, two years of which must be with a development or research or library organization. Must have some experience in web design.
3. **Language Proficiency:** Level IV, fluent written and oral of English language (English Language proficiency will be tested); Local languages (Twi, Ga, or Ewe) proficiency level 1, 2, 3 or 4 is required.
4. **Job Knowledge:** Must develop thorough understanding of USAID Mission activities, good

general knowledge of each technical office's activities. Knowledge of international and local information network is required.

5. **Skills and Abilities:** Excellent interpersonal skills. Excellent written English skills for public communications. Strong knowledge of Microsoft Access, Microsoft Publisher and Microsoft Office (typing and computer skills will be tested).